

THURSDAY, JAN. 3, 1935

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BRISBANE, ZAN GREY, CARTER FIELD, and FULL PAGE of COMICS Every Week in the Home Paper

THE TIMES-VIRGINIAN

A Democratic Weekly For Historic Appomattox And Buckingham Counties

Appomattox, Virginia Thursday January 3, 1935 Consolidation: Southside Virginian & Appomattox & Buckingham Times

Domestic Rates By V. P. S. C.

ADS. WILL TELL BANKERS' STORY

American Bankers Association President Announces Move to Stimulate Newspaper Advertising

NEW YORK.—Plans for stimulating wider use of informative newspaper advertising by banks in promoting public understanding and confidence in regard to existing banking conditions and methods have been announced by S. H. Hecht, president of the American Bankers Association, as a part of the organization's activities in aid of business recovery.

A general groundwork was prepared through a nationwide survey of advertising by banks relative to their willingness to extend justifiable loans to industry and trade. This, he said, revealed that the use of member banks in the country are pursuing aggressive policies along this line and encourage their customers to develop forward-looking business plans. "It is our aim to aid in fostering this constructive attitude wherever possible," he said.

The association's Advertising Department, under the direct supervision of the general executive officers, has prepared, at the headquarters in New York City, an informative advertising series, or the use of member banks in the association to aid them in developing in their own communities better general public understanding regarding banking, Mr. Hecht said.

"The underlying theme of this advertising is that sound banking is based on mutual understanding and that it is a duty of interest with the people of this community which binds them together with a common purpose," he said.

"We are confident that if a clear understanding of this is brought home to the people in all our banking communities, it will go far in restoring the public confidence which good banking deserves. A bank in which people do not believe is doubly safe. It is the public interest for the people to have confidence in their banks."

The Place of Advertising
"We feel that bank advertising has a special public duty to perform in this connection under existing conditions. The copy which will be supplied in the service we have developed will not only aid the individual bank in promoting the use of its own facilities but is also aimed to bring about a clearer public viewpoint regarding the essential part which banks play in the life of the community."

Mr. Hecht emphasized in regard to the new advertising facilities being offered to the members of the association that they are not a profit-making venture and that there is no intention to disturb existing advertising arrangements, the idea being that these institutional services shall supplement rather than replace present plans, or that they will give assistance to member banks now lacking satisfactory arrangements.

The Basis of Good Loans
Lasting laws relating to any phase of human need are formed and modeled in the rough school of practical human experience and are usually the result of sound evolutionary processes rather than of sudden impulses to change fundamental principles.

If we analyze the new banking picture which has developed during the past eighteen months, we cannot help but arrive at the conclusion that evolutionary changes which have taken place in banking, and the economic life of the nation of which it is a part, have justified much of the banking legislation recently passed. As we look ahead and consider the new problems which are facing us we must inevitably come to the conclusion that some further changes in our banking laws will be necessary.

It is not enough that bankers merely acquiesce in banking imposed by law. They must be more aggressive than that. Banking practice itself, without compulsion of law and should reflect the changes and seasons of the times and difficulties through which the nation has passed and, even to a greater extent than law, render banking more truly a good public servant by voluntary self-reform. In no small measure this is accomplished by the better training of the members of the banking fraternity and by installing more ultimately responsible for bank management.

Mr. Roosevelt to oppose bonus.

LOCAL NEWS

Phone 30 to report locals or bring them to our office so that all the local news gets in this column.
Mrs. Calvin H. Robinson, local reporter.

Mr. and Mrs. H. B. White and Mr. and Mrs. L. E. Smith Jr., of Lynchburg spent Christmas with Mr. and Mrs. L. E. Smith.

Miss Ella Burke, of Roanoke, and Ivey Holland, of Franklin, were the week end guests of Miss Mary Grey Sears.

Mrs. N. E. Farrar, of Pamplin, Mrs. Sallie Rody, Sarah and David Rody, of Campbell and Mrs. Eric Ransom, of Emporia, visited Mrs. S. M. Thornton during the holidays.

Edward O. Barton, of New York, spent the Christmas holidays with his mother, Mrs. O. Barton and brother, Richard H. Barton.

Mrs. Lewis Dahl returned to Farmville Friday after spending several days with Mr. and Mrs. F. A. O'Brien.

Mrs. Florence Glenn, who has been visiting her sister, Mrs. W. M. Thompson, has returned to her home in Halifax.

Mrs. J. T. Gill and daughter, Virginia, and Mrs. John Bell, of Lynchburg and Richmond, recently visited Mrs. W. P. Gill.

Among the teachers and students who have returned to their schools after spending Christmas here are: Misses Virginia Reynolds, Virginia Lee Thompson, Mildred McDermott, Annie and Corrie Hancock, Alice and Rebecca Harvey, Jack Scott, Herbert Abbott and Meredith Evans.

Society

Dinner and Bridge

Miss Elaine McDermott entertained at dinner and bridge at her home in Pamplin Monday evening. Top score was won by H. Y.

Mayor Was Host

Mayor C. S. McDermott had as his dinner guests: J. W. Cawthorn, C. T. Moore, F. T. Cawthorn, R. S. Wheeler, S. W. Sears and H. G. Johnson.

Host To Directors

A. R. Harwood entertained the officers and directors of the Farmville National Bank at dinner last Friday evening.

Bridge Party

Mrs. C. T. Moore entertained at four tables of bridge Friday evening. Top score went to Mrs. Raymond Lawson.

Dinner Guests

Mr. and Mrs. F. T. Cawthorn had as dinner guests Friday evening: Mr. and Mrs. G. L. Doss, Mr. and Mrs. D. A. Connor, Mr. and Mrs. A. G. Johnson and Miss Eloise Abbott.

Theater Party

Miss Mary Featherston entertained Wednesday evening at a theater party in Lynchburg, after which she returned to her home here to enjoy a delightful midweek dinner. Her guests included: Miss Evelyn Robinson, Lucy Smith, Mandie Anderson, Thelma Morris, Edith Roberton, Hilda Moore and Mrs. C. Lewis McDermott.

Dinner Party

On Thursday, Miss Lucy Smith was hostess at a delightful dinner party. Covers were laid for eight. The home was beautifully decorated with flowers and candles.

Supper and Dance

Misses Evelyn and Edith Robinson entertained with a New Year's buffet supper and dance this week.

Bridge Today

Mrs. Ryland Mann is entertaining at three of bridge this afternoon. Japan renounces Washington naval treaty.

New transatlantic telephone opened.

Renew Your Subscription

First 1935 Child Here



So far as the Times Virginian can ascertain, the first baby boy born to Mr. and Mrs. Austin Giles, of the Mountain View Dairy farm, is the first child born in Appomattox county in 1935.

U. D. C.

The December meeting of the Appomattox Chapter of the U. D. C. took place at the home of Mrs. J. E. Davidson, Mrs. Dinwiddie, Mrs. W. B. Caldwell and Mrs. A. B. Harwood being joint hostesses. After the business session, Miss Mary Louise Gill read a paper on the South for which she received a favorable reception.

W. C. T. U.

The Appomattox W. C. T. U. held its regular monthly meeting at the home of Rev. W. K. Cunningham last Thursday. It was decided to enter a protest against the issuing of a license to sell beer and wine of high percentage of alcohol content in Appomattox county. The various articles read consisted of facts concerning the present conditions in our county in regard to violations of the liquor laws, and the effect of repeal on temperance. The Union went on record commending a recent article by A. R. Harwood in the Times Virginian in which he appealed to the people of Appomattox to keep our town free from drunkenness, and also commending Calvin H. Robinson editor of the Times Virginian for a recent editorial regarding temperance.

CHAP

Chap. Jan. 3.—Visitors in the home of W. H. Ferguson during the holidays were Franklin Marshall and family, Mrs. Luther Foster, and two sons, Lloyd Ferguson, Everett Ferguson and Mrs. S. B. Fore and Mary Fore.

Fate Foster, son of Alvin Foster was accidentally shot in the foot while hunting last Tuesday.

Mr. and Mrs. Clarence Foster have moved to the farm of Howard Marshall.

Mr. and Mrs. Everett Ferguson and family spent Thursday with Mr. and Mrs. Leonard Cawthorn and Friday with Mr. and Mrs. Frank Plehm.

Mr. and Mrs. Hunter Harvey, of Richmond, visited here Christmas.

Miss Alta Boase spent Christmas afternoon with Mrs. Dean Pugh.

Warren Jones has been sick.

W. H. Nash and family spent Christmas day with Mr. and Mrs. Tom Ingo.

Those visiting S. B. Fore during the holidays were: Mr. and Mrs. Dean Pugh, Mrs. Alta Boase and Mrs. W. H. Ferguson and James Brown and Doris Nash.

Miss Charlotte Dugdale, of New York has been the guest of E. O. Barton.

R. B. Hudgins is in Blacksburg this week attending a county agent's meeting.

New transatlantic telephone opened.

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Real Estate Deals Made This Week

Mountain View Dairy. And Town Property of Estate Sold

HARDWARE CO. BUYS PROPERTY

For \$50,000. From A. H. Clark Estate

A real estate deal of importance to the community was closed December 31, when the Appomattox Hardware Company became the purchaser of the Mountain View Dairy farm from the A. H. Clark estate and also purchased from Mrs. S. L. Ferguson and the N. & W. Railroad and adjoining the Times Virginian building on the east.

The Appomattox Hardware Company was organized here and change building in March 1935. This deal will not affect the Times Virginian, which will continue to occupy its present quarters, as the brick store building in town was constructed especially for it.

It is their purpose to begin a program of building a modern store, and store rooms on the vacant lot, sometime in the near future. This deal will not affect the Times Virginian, which will continue to occupy its present quarters, as the brick store building in town was constructed especially for it.

J. E. Davidson, administrator of the estate of the late A. H. Clark, announced today the sale of the Mountain View Dairy Farm, now here, consisting of a modern farm of 550 acres. The purchaser is Walter P. Ferrell, of Charlottesville, near Roanoke.

Mr. Ferrell is an experienced farmer and plans many improvements. He will be welcomed to Appomattox.

STONEWALL

Stonewall, Jan. 1.—The winter holidays passed very quietly here.

Mr. and Mrs. Wilton Roston, the week end and Christmas day last, Mrs. Roston's parents, Mr. and Mrs. Albert Lettner near the Six Mile ridge.

Harry Cobb of Franklin is visiting his son, Mrs. Clayton T. Driskard. Mrs. Christine Garrett of Vera, spent the week end with Miss Hazel Taylor.

Mrs. W. H. Driskard entertained at dinner and a family reunion on Christmas day. Her guests included all of her children and families except her daughter, Mrs. Frank E. Jennings. Those present were: Mr. and Mrs. H. A. Driskard, Glenn P. Driskard, Mr. and Mrs. Frank C. Driskard and daughter, Frances, of Lynchburg, Mr. and Mrs. E. L. Chick and daughters, Virginia and Rachel, of Concord, Paul Driskard, of Appomattox and Mr. and Mrs. Clayton T. Driskard and boys, Clayton Jr., Ty Cobb and Wade.

Mr. and Mrs. S. E. Anderson and Mrs. R. H. Roston were guests of Mrs. Sue Stratton in Lynchburg last Thursday.

Mrs. Lola Morgan visited her son Clyde Carson last week, returning to Roanoke Sunday afternoon.

Miss Virginia Chick spent Wednesday night with Mrs. Andrew Johnson.

Miss Sue Davidson had as her Christmas day guests, Mr. and Mrs. Williams, Misses Isabelle and Mary Davidson, of Lynchburg and Rev. and Mrs. W. T. Henderson.

Miss Carrie Shanks spent part of the holidays in the home of W. P. York. She has been the guest of E. O. Barton.

Mr. and Mrs. H. C. Staples and children were the guests of his mother, Mrs. Ellen Staples Sunday.

Hunter Martin, who has been ill is improving.

Miss Bernice Jones was the guest of her mother, Mrs. David Jones during the holidays.

Jan. 3.—

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Book Line

END OF LIGHT

RIGHT SIDE

Book Line